

ARUNACHAL PRADESH PUBLIC SERVICE COMMISSION

COMMERCE: PAPER – I

TIME : 3 (Three) Hours

FULL MARKS – 100

(Group – A is compulsory. Attempt any FOUR questions from Group – B. This question paper does not need any graph paper, calculator, log table etc.)

Group – A

(This group is COMPULSORY and carries 20 marks)

1. Attempt any **TEN**:

(10 x 2 marks = 20)

- a. Elaborate the term "Target Pricing".
- b. State the difference between attitude and behaviour.
- c. What is marginal cost?
- d. State the 7 consumer rights according to the United Nations Charter of Human Rights and adopted by Consumer Protection Act.
- e. What is Synergy?
- f. What do you mean by Baye's Theorem?
- g. Define Derivatives.
- h. Describe briefly, how you set up hypothesis for a social research study?
- i. Define the term "Expected Monetary Value"
- j. What do you mean by commercial paper?
- k. What are the differences between ethics and value?
- l. What do you mean by globalisation?
- m. What are the major causes for Labour Variance?
- n. State Herzberg's Two factor Theory?
- o. What is Geffen's Goods?

GROUP – B

**(Answer any Four questions. Each question carries 20 marks and
this group carries 80 marks in total)**

2. Define break-even point? Graphically and mathematically derive the break-even point. Take the help of some imaginary figures.
3. Define Conflicts? Describe the causes of conflicts. State the means to overcome it.
4. "Ratio Analysis is a means to financial analysis not an end" – Elucidate the statement
5. Write short notes on any **TWO**: (10 marks X 2)
 - a. Types of Debentures
 - b. Maslow's Need Hierarchy Theory.
 - c. Sensitivity Analysis
6. What are different techniques of financial statements' analysis? Explain them in details.
7. In how many different ways can the letters of the word SUNDAY be arranged; and
 - i) How many of these arrangements begin with S ?
 - ii) How many begin with A ?
 - iii) How many begin with S but do not end with A ?
8. "Modern business world renovated and restructured with the advent of IT" – Justify.
9. Write short notes on any **TWO**: (10 marks X 2)
 - a. FDI and Indian Economy
 - b. SWOT Analysis
 - c. Zero base Budgeting
10. Describe the plights of Indian Capital Market. Describe some of the remedial measures to improve it.

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